

RESUME

MEGHAN MAHAR

SENIOR UX WRITER & CONTENT STRATEGIST

Tenacious and clever, longtime tech industry UX writer and content strategist with a knack for asking the right questions, persevering through hard deadlines, and taking ownership of work. Regularly comes up with creative solutions backed by user research to create simple, consistent, and engaging content with business and user needs in mind.

EXPERTISE

UX WRITING

In-app announcements, onboarding emails, error messages, – you name it. I have perfected the craft of taking complex ideas and creating UX copy that's consistent and accessible to all.

CONTENT DESIGN

As technology advances and the way people comprehend changes, I continue to evolve my design skills through patterns, structure, diagrams, videos, and interactivity as each project calls.

CONTENT STRATEGY

I use a blend of user research, storytelling, solution design, scoping, and collaboration to create and execute content plans that maximize business results and improve user satisfaction.

EXPERIENCE

2022 - 2023

[Braintrust](#)

SENIOR UX COPYWRITER (CONTRACT)

Worked with designers to strategize a new onboarding email flow, landing pages, and in-app copy. Worked with marketing to create fresh podcast ads and client emails. All with a consistent brand voice.

2021 - 2022

[Achieve](#)

SENIOR UX WRITER (CONTRACT)

Established a UX Writing team, style guide, product voice chart, and onboarding flows for their new digital-first brand while improving retention on older products through research-driven copy changes.

2020 - 2022

[LeadPops](#)

CONTENT STRATEGIST (CONTRACT)

Collected and interpreted user analytics to define and implement a new onboarding flow, in-app tutorials, and resource center that increased daily active users and overall usage of core features.

2017 - 2020

[Decisiv](#)

LEAD UX WRITER (CONTRACT)

Worked with multiple departments to create a knowledge base full of help articles, in-app resource center, onboarding tutorials, brand voice guidelines, and design system guidelines to build trust with users.

2015-2017

[Pacific Metrics](#)

SENIOR TECH WRITER

Introduced a gold standard for release notes, and became the go-to person for video tutorials, sales presentations, and UX copy.

2011 - 2013

[Appian](#)

LONE TECH WRITER

Organized ~900 rogue MediaWiki pages into ~300 structured articles alongside code to support their continuous software development.

2007-2011

[Personify](#)

DOC TEAM MANAGER & SENIOR TECH WRITER

Created help content for 6 product lines and restored the team image within the company while leading a team of four writers.



CONTACT

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SOFTWARE SKILLS

Content Tools

- Pendo
- Zendesk
- Wordpress
- Shopify
- InDesign

Visual Tools

- Figma
- Sketch
- Invision
- Camtasia
- Photoshop

Languages

- HTML
- CSS
- Markdown

Process

- JIRA
- Github
- Airtable

PORTFOLIO

- Product Landing Pages
- User Email Flows
- In-App Copy
- Onboarding Tutorials
- Product Announcements
- Content Resource Centers
- Brand Voice Charts
- Tech Industry Web Articles
- Company White Papers

Visit www.megmahar.com to view.

CONFERENCES/TALKS

Pendomonium, 2019 - Session Speaker
Write the Docs, 2019 - Session Speaker
VT Prof. Writing Panel, 2008 - Participant

EDUCATION/AWARDS

B. A. in English, May 2006 - Virginia Tech
STC-WDC Tech. Pub. Award, 2008